



**2021-2025 LOCAL FOOD & BEVERAGES STRATEGY**  
**2022 ACTION PLAN**



# GROW NB

## YEAR 2: PERFORMANCE MEASURES



40+ additional greenhouse, indoor growing, on-farm storage, and scaling-up projects to support an increase in fruit and vegetable production, targeting 3,800 square metres of new controlled environment agriculture (CEA) growing area over 2021.



30+ additional industry training sessions/webinars organized or supported.



2,500+ students representing a 50% increase in students educated in agriculture, aquaculture and/or fisheries.



12+ additional abattoir and local meat projects supported.

## YEAR 2: GOALS & ACTIONS

### GOAL 1

**Support food and beverages sector participants to grow and expand in New Brunswick.**

- Provide continued technical, business and funding support through the Fruit and Vegetable Development Program to increase vegetable and fruit production in New Brunswick.
- Implement the Controlled Environment Action Plan with support from Opportunities New Brunswick and partners to extend the seasonality and increase vegetable and fruit production.
- Conduct survey and develop recommendations to support the ongoing needs of abattoirs and local meat facilities.
- Work to strengthen the local food and beverages supply chain through collaboration and community wholesale distribution models, including the exploration of expanded role for farmers markets.
- Identify and support opportunities to strengthen farmer, fisher, producer, and harvester's ability to adapt to climate change risks.

### GOAL 2

**Collaborate on programs to improve Indigenous participation in the local food and beverages sector.**

- Provide technical, business and funding support to facilitate the growth of Indigenous food and beverages enterprises through federal and provincial programs, including the New Brunswick Indigenous Agriculture Program.
- Support phase 2 of the Hayes Urban Teaching Farm's Wabanaki Regenerative Farming Internship Program which provides education, training and support towards Indigenous farming projects.

### GOAL 3

**Educate New Brunswick students and support labour force to generate growth and interest in the local food and beverages sector.**

- Through the Future NB – Future Wabanaki – Avenir NB Movement, promote education and experiential learning opportunities in schools and community initiatives. As well, support New Brunswick students and connect them with career opportunities that support the labour needs of the food and beverages sector.
- Provide technical guidance to the Department of Education and Early Childhood Development to finalize and launch the Agriculture Curriculum program for New Brunswick high schools.
- Work with the Department of Post-Secondary Education, Training and Labour and industry partners to identify gaps in training and labour and build supportive programming, including:
  - › The development of a 6-week micro certification to support future employment opportunities in the agriculture sector.
  - › The launch of the Agricultural Alliance of New Brunswick's Workforce Development website and development of resources.
  - › The creation of a food manufacturing Labour Force Adjustment Committee.

# BUY NB



## YEAR 2: PERFORMANCE MEASURES



25+ sponsorships extended to events with a focus on local food and beverages sectors.



5+ additional certification projects supported.



14+ additional promotional campaigns to highlight New Brunswick local food and beverages.

## YEAR 2: GOALS & ACTIONS

### GOAL 1

**Support the food and beverages industry to gain the knowledge and skills needed to strengthen their access to local market opportunities.**

- Work with the New Brunswick food and beverages sector to address barriers and provide technical and business support to those that want to obtain various certification requirements (e.g. CanadaGAP® Certification, food safety certifications for chefs, etc.).
- Explore the creation of market-readiness tools and training for New Brunswick food and beverages sectors, with a special focus on small and medium enterprises.
- Explore customized retail-readiness activities and resources for Indigenous food and beverages businesses in New Brunswick.

### GOAL 2

**Support increased visibility, awareness and demand for market-ready, local, and Indigenous food products.**

- Build a presence and link for New Brunswick's food and beverages sector to be a part of the Department of Tourism, Heritage and Culture's "The Invitation"; a multi-departmental initiative which aims to accelerate growth, empower the regions, develop unique and marketable experiences, and build New Brunswicker's pride of place.
- Facilitate matchmaking efforts between grocery retailers and New Brunswick food and beverages companies to support increased sales opportunities for New Brunswick products.
- Align federal and provincial support towards the Industry-Led Branding Committee's efforts to create a brand and business model that represents and strengthens the food and beverages industry in New Brunswick.
- Work collaboratively with other departments to develop and support industry activities which build awareness, demand, and a strong reputation for New Brunswick's local food and beverages sector.

### GOAL 3

**Identify and support opportunities for government institutions to increase their purchase of local food and beverages.**

- Promote the New Brunswick First Procurement Strategy and Action Plan, including the New Brunswick First Procurement Policy and the use of the local food exemption under the *Procurement Act*.
- Continue the collaboration between Service New Brunswick, Opportunities New Brunswick and the Department of Agriculture, Aquaculture and Fisheries to identify opportunities for government institutions to procure local food.
- Work with the Department of Tourism, Heritage and Culture to explore opportunities to incorporate local food and beverages products in provincial parks and attractions, including Indigenous food and beverages.



# FEED NB

## YEAR 2: PERFORMANCE MEASURES



10+ additional N.B. communities, sports teams or groups used local food as the focus of their fundraising efforts.



100+ additional New Brunswickers will join the bilingual garden network led by Food for All NB.



22+ local food related initiatives will leverage support from the Department of Health's Community Food Action Grant Program.

## YEAR 2: GOALS & ACTIONS

### GOAL 1

**Promote the use of local food to organizations and initiatives seeking to improve physical and economic access to food for New Brunswickers.**

- Encourage organizations and community initiatives to incorporate healthy, local foods into their fundraising efforts and extend support through the Department of Agriculture, Aquaculture and Fisheries programs.
- The Department of Health will encourage the use of healthy local food in food banks, soup kitchens, and community initiatives.

### GOAL 2

**Enhance access for Indigenous communities to culturally significant and traditional foodways as well as other healthy local food.**

- Establish a list of Indigenous chefs and explore collaborative support for initiatives which enhance the use of traditional and culturally significant Indigenous foods in New Brunswick.

### GOAL 3

**Improve access for New Brunswick communities to networks and supportive tools to learn how to grow their own food.**

- Strengthen community food security through resources, training and instructional materials that enhance farm to school initiatives as well as home and community gardening.

## RELEVANT LINKS



2021-2025 Local Food & Beverages Strategy



NB Food & Beverages Social Media



EatLocalNB.ca

New Brunswick  
Nouveau Brunswick